Interview: The Secrets Of Whitening Toothpastes Unveiled!

Beverly Hills Formula has been working hard to provide premium quality oral care products for the dental sector through their range of whitening toothpastes and mouthrinses for more than 20 years. Dental Tribune Middle East & Africa spoke to Beverly Hills Formula Business Development Manager, Chris Doidl, about where it all began and how they plan to help the profession tackle some common dental problems.

1. Could you start by telling us a bit about the origins of Beverly Hills Formula and its overall vision?
When Eric Peterson established the Beverly Hills Formula brand back in 1992, the majority of whitening toothpastes around were very abrasive that respaced the tooth sensitivity and damage to the enamel.
And so it became the company’s aim to provide whitening toothpaste that enabled everyone to attain high stain removal without damaging the enamel. This was, and continues to be, the core vision of the company and Beverly Hills Formula brand.

2. Beverly Hills Formula whitening toothpaste has been in the oral health and beauty sector for over 20 years now. Where do you think its success lies?
Combining leading scientific advancements and the finest ingredients from both Europe and North America, together with the famous high quality waters of Côte d’Azur, France, we have successfully developed and launched our first whitening toothpaste – Dentists, Dental Technicians, Dentists’ Choice Gum & Whitening Expert black toothpaste with ‘activated charcoal’ whitening whilst experiencing a fresh, minty feeling.
We are particularly excited about the revamp of Beverly Hills Formula’s whitening toothpaste, containing the advanced Hydraline whitening toothpaste that contains Hydraline, a softening ingredient, with a high pH balance to protect and maintain tooth enamel.

3. Tooth whitening is one of the fastest growing markets in the dental sector. Why do you think this is?
In today’s image-conscious society, more and more celebrities and TV personalities are opting for tooth whitening, veneers or other cosmetic procedures, in order to attain a bright, white smile, aka the ‘Hollywood smile’. Quite simply, if people aren’t happy with their appearance, including their teeth, this can impact on their confidence, self-esteem and happiness.
As a result, patients are increasingly turning to their dentists and dental hygienists, asking, ‘How can I achieve white teeth?’ Add to this, a recent survey that revealed, nearly one in five people (18%) find stained teeth a real turn off (1), it’s no wonder why tooth whitening has become a fast moving market within dentistry.

4. What are your views on professional tooth whitening? And how can your products support this treatement?
The ability to offer a professional tooth whitening service in your practice is an extremely attractive and lucrative treatment offering which will keep you at the cutting edge of cosmetic dentistry. However, the power of a gleaming smile should never be underestimated and it needn’t be at a huge expense, as whitening toothpastes are a cost-effective and excellent business opportunity.
In many cases, patients will come to your office instigated by friends and family conversations, to inquire about the latest whitening procedures that are currently available. The recommendation of professional tooth whitening is much more than simply a treatment, but is an opportunity to present the latest advances in the field of Aesthetic Dentistry & Implantology.

5. With an array of tooth whitening products on the shelves, what makes your whitening toothpaste stand out from the crowd?
Taste, brand, price and ability to combat common dental problems are all factors that favour choosing toothpaste, but not many look beyond the attractive packaging and into the ingredients. The continuous developments and options available within the market mean that there is a not a one-size-fits-all solution, but by gaining a thorough understanding of the ingredients inside the toothpaste, you can begin to discuss your products with patients. One of our core values is to continue to spend resources on enhancing the quality of the products and ingredients going inside the tube, instead of excessive packaging and spin marketing. The result, low abrasion toothpastes with high stain removal, helps to protect the patients oral health whilst enhancing their smile.

6. Sensitivity is a common problem, especially after cosmetic tooth whitening. Is there anything dentists can do to help mitigate this discomfort for patients?
After in-surgery tooth whitening treatment patients can experience sensitivity, which can be anything from a mild twinge to having severe discomfort that can last for several hours, or even days. Highly abrasive toothpastes can add to this pain, as they continue to ‘poach’ the enamel. For this reason, patients should use a low abrasion, desensitising whitening toothpaste that contains the ingredient Potassium Citrate. This desensitiser reduces tooth sensitivity by effectively blocking the transduction of pain sensation between the nerve cells that enable cold and hot sensations to reach the tooth’s surfaces.

7. How about their abrasivity? How safe are whitening toothpastes?
There is a misconception that to remove dental stains caused by smoking and some foods and drinks, patients need to resort to products that contain harsh abrasives. This is not the case. We recommend patients use whitening toothpastes that contain Hydraline silica. This mild abrasive provides a solid foundation for further treatments as abrasives.

8. How about their accessibility? How safe are whitening toothpastes?
Unfortunately, 2012 saw whitening toothpastes come under scrutiny in Europe and particularly in the UK when Astr + Hammer’s Advanced Whitening toothpaste advertisements were banned after it emerged that 47% of users, during one-week use, either saw no improvement or were left with darker teeth (2).
By association, many dental professionals and patients assume that all whitening toothpastes do not live up to their claims. This is not true. Contrary to this, it’s important that toothpastes, which safely and effectively whiten teeth and are proven to work, are brought to your patients’ attention. In 2012 a UK Dental School performed an independent laboratory study its aim was to measure stain removal in order to discover how effective various toothpastes were in removing dietary stains from Porcelain crowns. The laboratory tests revealed that stain removal was performed after just one minute. Of the products tested, Beverly Hills Formula Natural Whitening Expert toothpaste proved more effective at removing stains when compared with other toothpastes, with over 95% of stains removed over a five-minute period (3).

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